

ORDER



KSNV

Orders

Order / Rev: 104404 /
 Alt Order #: 06832080
 Product Desc: HELLER FOR SENATE
 Estimate: _____
 Flight Dates: 09/26/12 - 10/02/12
 Original Date / Rev: 07/18/12 / 08/30/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact: _____
 Billing Contact: _____

3299 K St. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate + Revised
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	92	\$55,070.00	\$46,809.50
10/01/12	10/02/12	47	\$22,700.00	\$19,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	92	\$55,070.00	\$46,809.50	0.00
October 2012	47	\$22,700.00	\$19,295.00	0.00
Totals	139	\$77,770.00	\$66,104.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$77,770.00
Market	100%	\$268,172.41

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$69,724.83
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$48,271.03
KTUD	1%	\$2,681.72
KVVU	24%	\$64,361.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,363.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	6	\$185.002		0.00	NM	6	\$1,110.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$185.002		0.00	NM	6	\$1,110.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$185.00		0.00			
E 2	KSNV	10/01/12	10/02/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$300.00		0.00			
E 3	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$450.00		0.00			
E 4	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$450.00		0.00			
E 5	KSNV	09/26/12	09/28/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$550.002		0.00	NM	6	\$3,300.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$550.00		0.00			
E 6	KSNV	10/01/12	10/02/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$600.00		0.00			
E 7	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$275.00		0.00			
E 8	KSNV	09/26/12	09/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$200.00		0.00			
E 9	KSNV	09/27/12	09/27/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	---T---	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					2	\$200.00		0.00			
E 10	KSNV	09/27/12	09/27/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	---T---	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					2	\$200.00		0.00			
E 11	KSNV	09/26/12	09/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--					2	\$200.00		0.00			
E 12	KSNV	10/01/12	10/02/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$225.00		0.00			
E 13	KSNV	10/01/12	10/02/12		CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			2		\$225.00			0.00			
E 14	KSNV	09/26/12	09/28/12	Rachael Ray	CM	11am-12pm	--W-F--	:30	2	\$200.00	2	0.00	NM	2	\$400.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--			2		\$200.00			0.00			
E 15	KSNV	09/27/12	09/27/12	Rachael Ray	CM	11am-12pm	---T---	:30	2	\$200.00	2	0.00	NM	2	\$400.00
				Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---			2		\$200.00			0.00			
E 16	KSNV	09/26/12	09/27/12	Noon News	CM	12-1230pm	--WT---	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WT---			2		\$275.00			0.00			
E 17	KSNV	09/28/12	09/28/12	Noon News	CM	12-1230pm	----F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			2		\$275.00			0.00			
E 18	KSNV	10/01/12	10/02/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Noon News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			2		\$275.00			0.00			
E 19	KSNV	10/01/12	10/02/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
				The Agenda 1230pm											
				AGENDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			2		\$225.00			0.00			
E 20	KSNV	09/26/12	09/28/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
				The Agenda 1230pm											
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			3		\$200.00			0.00			
E 21	KSNV	09/26/12	09/28/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			3		\$275.00			0.00			
E 22	KSNV	10/01/12	10/02/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				Days of our Lives											
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			2		\$275.00			0.00			
E 23	KSNV	10/01/12	10/01/12	The Doctors	CM	2pm-3pm	M-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			2		\$225.00			0.00			
E 24	KSNV	10/02/12	10/02/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1		\$225.00			0.00			
E 25	KSNV	09/26/12	09/28/12		CM	2pm-3pm	--WTF--	:30	3	\$175.00	2	0.00	NM	3	\$525.00

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors The Doctors											
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$175.00		0.00			
E 26	KSNV	09/26/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
E 27	KSNV	10/01/12	10/02/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$300.00		0.00			
E 28	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 29	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$350.00		0.00			
E 30	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$450.00		0.00			
E 31	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 32	KSNV	10/01/12	10/02/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$900.002		0.00	NM	4	\$3,600.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$900.00		0.00			
E 33	KSNV	09/26/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.002		0.00	NM	6	\$4,350.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$725.00		0.00			
E 34	KSNV	09/26/12	09/28/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$725.002		0.00	NM	3	\$2,175.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$725.00		0.00			
E 35	KSNV	10/01/12	10/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$750.00		0.00			
E 36	KSNV	10/01/12	10/02/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$750.00		0.00			
E 37	KSNV	09/26/12	09/28/12		CM	7-730pm	--WTF--	:30	3	\$725.002		0.00	NM	3	\$2,175.00

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Wheel											
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$725.00		0.00			
E 38	KSNV	09/26/12	09/28/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$400.002		0.00	NM	3	\$1,200.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
E 39	KSNV	10/01/12	10/02/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
E 40	KSNV	10/01/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$775.00		0.00			
E 41	KSNV	09/27/12	09/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.002		0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$750.00		0.00			
E 42	KSNV	09/26/12	09/28/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002		0.00	NM	3	\$750.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$250.00		0.00			
E 43	KSNV	10/01/12	10/02/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$275.00		0.00			
E 44	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
				Monday Prime 8-10pm											
				VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,400.00		0.00			
E 45	KSNV	09/26/12	09/26/12	Wed PR 9-11p	CM	9-11pm	--W----	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
				Wednesday Prime 9-11pm											
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$2,100.00		0.00			
E 46	KSNV	09/28/12	09/28/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
				Friday Prime 10-11pm											
				DLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,100.00		0.00			
E 47	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS					2	\$750.00		0.00			
E 49	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
				ROS		(5:00 AM-6:00 AM)									
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$325.00		0.00			
E 51	KSNV	09/29/12	09/29/12		CM	5pm-630pm	-----S-	:30	2	\$350.002		0.00	NM	2	\$700.00

Order / Rev: 104404
 Alt Order #: 06832080
 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su Early News															
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			2		\$350.00			0.00			
E 52	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1		\$350.00			0.00			
E 53	KSNV	09/29/12	09/29/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1		\$750.00			0.00			
E 54	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$185.00			0.00			
E 55	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$325.00	2	0.00	NM	1	\$325.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$325.00			0.00			
E 56	KSNV	09/30/12	09/30/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$1,900.00			0.00			
E 59	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	2	0.00	NM	1	\$1,600.00
NFL Pre-Game															
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$1,600.00			0.00			
E 60	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$8,000.00			0.00			
E 61	KSNV	09/30/12	09/30/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
NFL End of Game Break															
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$6,500.00			0.00			
E 62	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$200.00			0.00			
N 63	KSNV	09/26/12	09/28/12	Late Night w/Fallon	CM	1237a-136am	--WTF--	:30	3	\$100.00	2	0.00	NM	3	\$300.00
Late Night w/Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			3		\$100.00			0.00			
N 64	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$800.00	2	0.00	NM	1	\$800.00
Law & Order (synd) PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1		\$800.00			0.00			
N 65	KSNV	09/26/12	09/28/12	The Doctors	CM	2pm-3pm	--WTF--	:30	1	\$175.00	2	0.00	NM	1	\$175.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: _____

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 65	KSNV	09/26/12	09/28/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	1	\$175.00	2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		1				\$175.00		0.00			
													Totals	139	\$77,770.00